LEO BURNETT U.S.A.

No Doubt About It.

MERIT, the 'Enriched Flavor' cigarette, delivers a taste bonus that comes across loud and clear.

You taste it on your first draw.
You taste it with every puff you take.
Extra taste.
That's 'Enriched Flavor' smoking.
That's MERIT.

The cigarette that delivers the taste of leading brands having up to twice the tar.
There's nothing halfway about it.
MERIT. We made it for you.

Nothing halfway about it.

MERIT

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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7 mg "tar," 0.5 mg nicotine av. per cigarette, FTC Report Dec.'87

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